



Safe Haven Rescue Zoo  
P.O. Box 184  
Inlay, NV 89418

[www.safehavenwildlife.com](http://www.safehavenwildlife.com)  
[info@safehavenwildlife.com](mailto:info@safehavenwildlife.com)  
Ph. 254-219-0371

June 28, 2007

Mr. Bob Bolton, General Manager  
KUNA  
P.O. Box 1400  
Winnemucca, NV 89446

Dear Bob,

This letter is to acknowledge your generous donation of \$6,144 for 384 minutes of radio time.

Safe Haven Rescue Zoo is a non profit, 501c3 tax exempt organization whose primary purpose is to rescue orphaned and injured wildlife for reintroduction as well as provide permanent housing for non releasable animals or those that were confiscated illegally owned pets.

A copy of our tax exemption determination letter is enclosed for your files, EIN Number: 02-0785597.

We appreciate your support!

Thank you.

Lynda Sugasa  
Executive Director

Safe Haven Rescue Zoo acknowledges that no goods or services were exchanged.



Safe Haven Rescue Zoo  
P.O. Box 184  
Inlay, NV 89418

[www.safehavenwildlife.com](http://www.safehavenwildlife.com)  
[info@safehavenwildlife.com](mailto:info@safehavenwildlife.com)  
Ph. 254-219-0371

October 7, 2007

Mr. Bob Bolton, General Manager  
KUNA  
P.O. Box 1400  
Winnemucca, NV 89446

Dear Bob,

This letter is to acknowledge your generous donation of \$7,616 for 952 minutes of radio time.

Safe Haven Rescue Zoo is a non profit, 501c3 tax exempt organization whose primary purpose is to rescue orphaned and injured wildlife for reintroduction as well as provide permanent housing for non releasable animals or those that were confiscated illegally owned pets.

We appreciate your support!

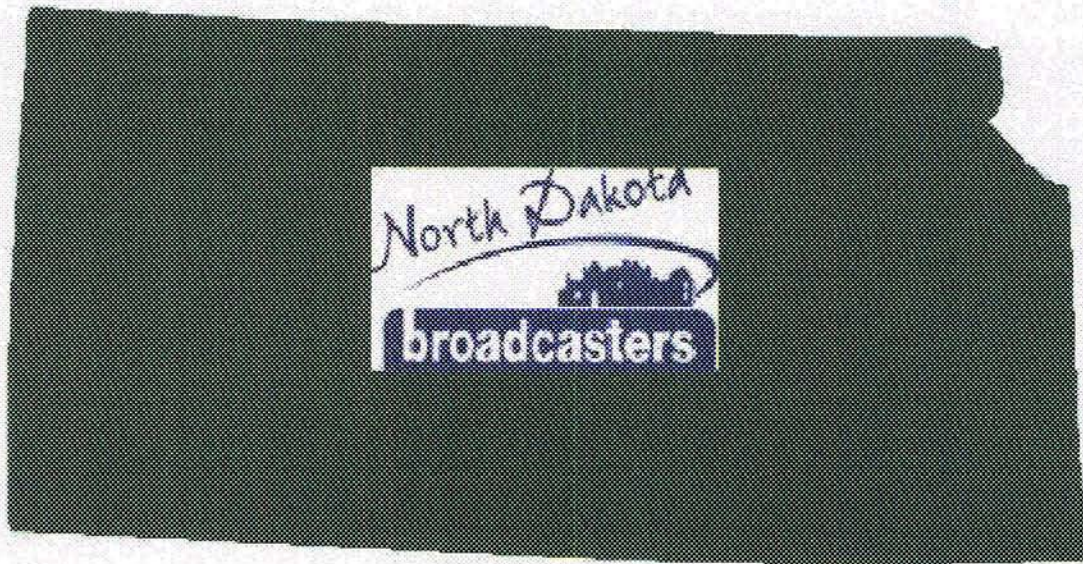
Thank you.

Lynda Sugasa  
Executive Director

Safe Haven Rescue Zoo acknowledges that no goods or services were exchanged.



# North Dakota



**NORTH DAKOTA**

North Dakota Broadcasters Association



# C

# hchoices!

## *In This Issue:*

### *Underage Drinking*

*What can you do?*

### *The Inspiration Of Stress*

*Stress is a gift...use it*

### *Cutting ~*

*The New Cool*

### *Eating Disorders*

*Get The Facts*

### *Are You Addicted?*

*Take the quiz to find out if you have a video game addiction*

### *Suicide*

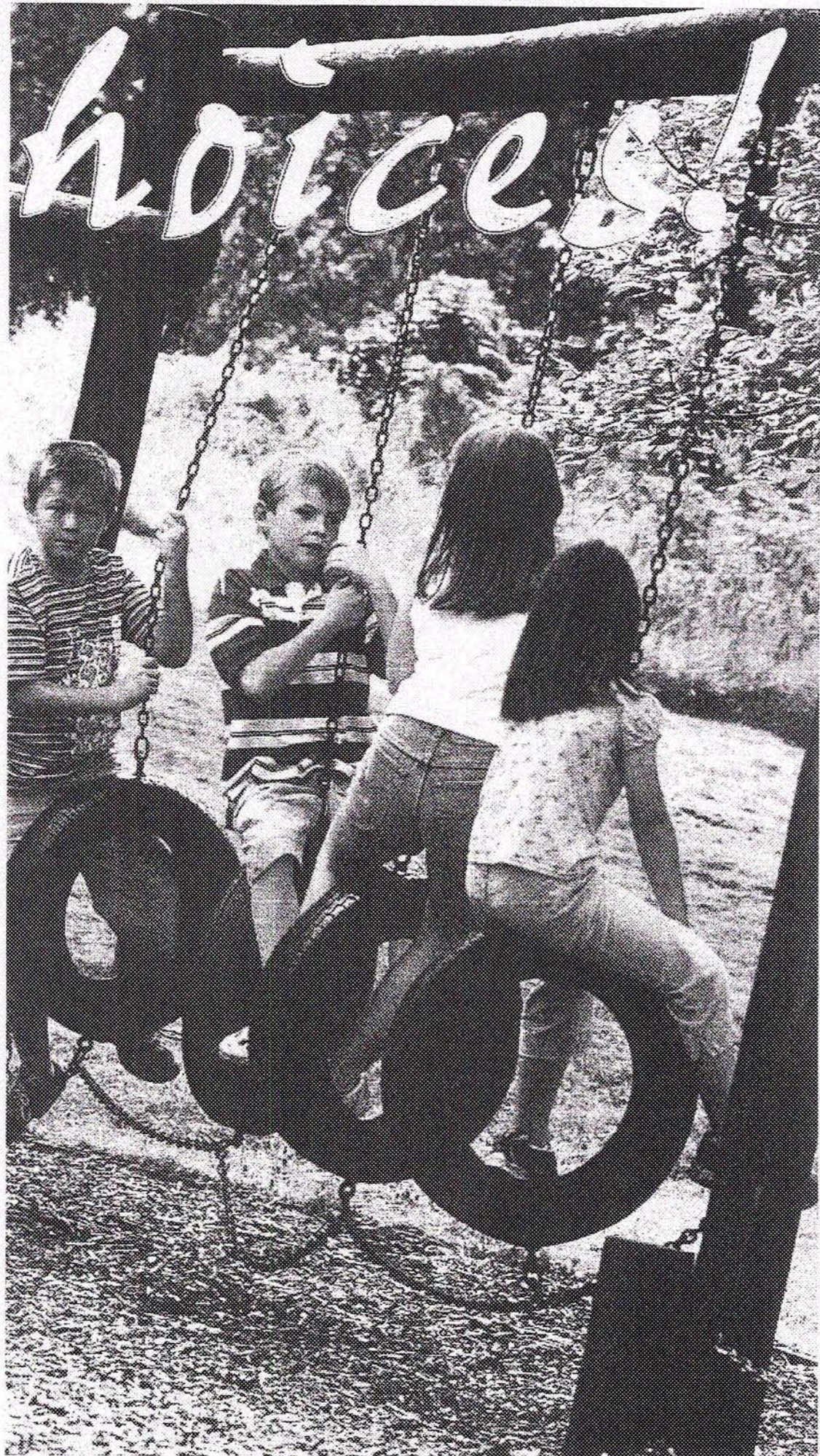
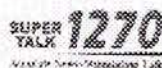
*Why teens try to kill themselves*



I'm lovin' it



Region VII Safe And Drug Free Communities Program







Choices! 2007 is produced by  
Cumulus Broadcasting  
1830 N. 11th Street, Bismarck, ND 58501  
Editor/Graphic Design: Nicki Kessler  
Market Manager: Syd Stewart  
To request additional copies of this  
publication, call (701) 250-6602 between  
the hours of 8am-5pm, Monday-Friday.

## What's Inside

Tips For Teens-Building Positive Self Esteem .....	4
Help Athletes With Asthma Succeed In Sports .....	4
Back To School Asthma .....	5
What Is Underage Drinking & What Can You Do To Help .....	6
The Inspiration Of Stress .....	9
Cutting ~ The New Cool .....	10
Bullying ~ It's Not Harmless .....	14
Tips for Teens-The Truth About Steroids .....	16
Let's Talk Facts About Eating Disorders .....	18
It's Not So Gr8 When E-Mail Slang Slips Into Student's Schoolwork, Teacher Survey Says .....	20
What's Your Personality? .....	24
Eagle Soaring: The Power Of the Resilient Self .....	25
Recognize Boundary-Lowering Tactics & Protect Yourself From Them .....	26
Date Rape .....	28
Are You Addicted? (Video Game/Computer) .....	30
Video Game Addiction Quiz .....	31
The Facts About Date Rape Drugs .....	31
Suicide ~ Why Teens Try To Kill Themselves .....	32
Keeping Your Children Safe From Online Predators What Every Parent Should Know .....	34

### Licensed Addiction Treatment Centers

Heartview Foundation	701-222-0386
West Central Human Service Center	701-328-8888
New Freedom Center	701-222-4673

### Community Services, Information & Education

Burleigh County Social Services	701-222-6622
Morton County Social Services	701-667-3395
Police Youth Bureau, Bismarck	701-222-6738
First Call For Help (Bis-Man United Way)	701-258-7335
Abused Adult Resource Center	701-222-8370
	866-341-7009
HIT, Inc.	701-663-0379
ND Mental Health Association	701-255-3692
	800-472-2911
ND Division of Substance Abuse Services	701-328-8920
ND Help Line	2-1-1-ND
ND Prevention Resource Center	701-328-8919
	800-642-6744

### Support Groups ~ Counseling

Alcoholics Anonymous Connection	800-711-6375
Youthworks 24 Hour Crisis/Runaway Ctr	701-255-6909
Healthy Mothers - Healthy Babies	800-472-2286

### National Hotlines

Child Abuse Hotline	800-422-4453
Runaway Hotline	800-231-6946
Suicide Prevention/Assistance	800-273-8255
Drug Free Workplace (NIDA)	800-843-4971
Missing Children	800-843-5678
"Just Say No" of North Dakota	800-733-4281
Cocaine Hotline	800-262-2463
Mental Health Association	800-969-6642
SAMHSA's Center For Substance Abuse	800-662-4357
SAMHSA's National Clearing House For Alcohol And Drug Information	800-729-6686

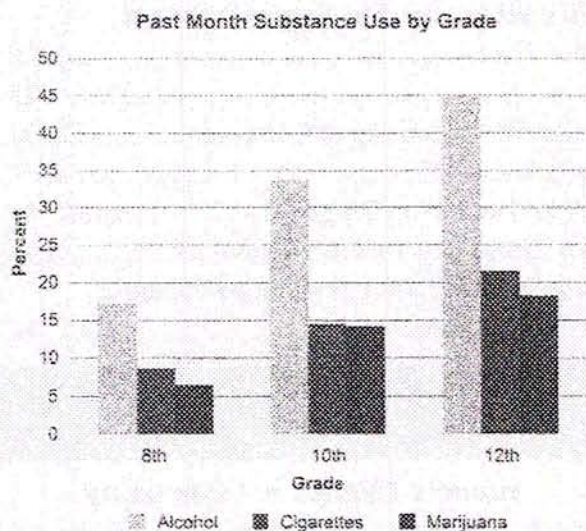




# What Is Underage Drinking & What Can You Do To Help?

## What Is Underage Drinking?

When anyone under age 21 drinks alcohol, we call it underage drinking. And underage drinking is against the law, except in special cases, such as when it is part of a religious ceremony. Underage drinking is also dangerous. It can harm the mind and body of a growing teen in ways many people don't realize. Yet, children and teens still drink, even though it can harm them. Underage drinking is a serious problem, with roots deep in our culture. It is time to change that picture. It's time to take action. It's time to stop looking the other way. It's time to tell children and teens that underage drinking is not okay. It will take a lot of work over time to change how people think about underage drinking. It's a long-term project for parents, schools, local groups, community leaders, and other concerned adults. And it's a project that should start when children are young and continue through the teen years.



\* In any month, more youth are drinking than are smoking cigarettes or using marijuana.

## The Facts

As they grow older, the chance that young people will use alcohol grows. Approximately 10% of 12-year-olds say they have used alcohol at least once. By age 13 that number doubles. And by age 15, approximately 50% have had at least one drink. Alcohol dependence is a term doctors use when people have trouble controlling their drinking, and when their consumption of, or preoccupation with, alcohol occurs to the extent that it interferes with normal personal, family, social, or work life. Alcohol dependence rates are highest among young people between ages 18 and 20. And they're not even old enough to drink legally.

## Did You Know?

The greatest influence on young people's decisions to begin drinking is the world they live in, which includes their families, friends, schools, the larger community, and society as a whole. Alcohol use by young people often is made possible by adults. After all, teens can't legally get alcohol on their own.

## What Is "A Drink," Anyway?

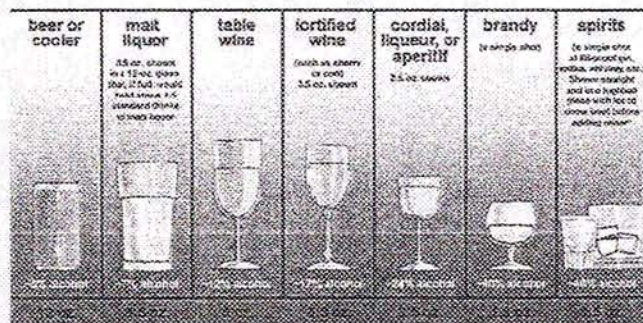
A drink can come in many forms. It can be a shot of hard liquor or a mixed drink containing vodka, rum, tequila, gin, scotch, etc. It can also be wine, a wine cooler, beer, or malt liquor.

A standard drink is any drink that contains about 14 grams of pure alcohol (about 0.6 fluid ounces or 1.2 tablespoons). This is the amount of alcohol usually found in—

One 12-ounce beer

One 4- to 5-ounce glass of wine

One 1.5-ounce shot of 80 proof liquor



\*Note: It can be difficult to estimate the number of standard drinks served in a single mixed drink made with hard liquor. Depending on factors, such as type of spirit and the recipe, one mixed drink can contain from one to three or more standard drinks.

But not all drinks are standard drinks. In fact, different drinks often have different amounts of alcohol. Mixed drinks may contain more than one shot of liquor, and different beers or wines may not have the same amount of alcohol in them, even when the drinks are the same size. For example, some beers and beer products, like "ice" beers, and malt liquors, and some wines, have more alcohol than others.

## Why Is Underage Drinking A Problem?

Many more young people use alcohol than tobacco or illegal drugs. By age 18, more than 70% of teens have had at least one drink.

**When young people drink, they drink a lot at one time.** Teens drink less often than adults. But when teens do drink, they drink more than adults. On average, young people have about 5 drinks on a single occasion. This is called binge drinking; a very dangerous way of drinking that can lead to serious problems and even death.

**Early drinking can cause later alcohol problems.** Of adults who started drinking before age 15, around 40% say they have the signs of alcohol dependence. That rate is four times higher than for adults who didn't drink until they were age 21.

**Alcohol may have a special appeal for young people.** The teen years are a time of adventure, challenges, and taking risks. Alcohol is often one of the risks young people take. But most people don't





# Let's Talk Facts About Eating Disorders

## What Is an Eating Disorder?

Eating disorders are illnesses in which the victims suffer severe disturbances in their eating behaviors and related thoughts and emotions. Those suffering from eating disorders typically become obsessed with food and their body weight as well. Eating disorders affect some several million people at any given time, most often women between the ages of 12 and 35. There are two main types of eating disorders, anorexia nervosa and bulimia nervosa; a third disorder, binge eating disorder, is still being examined.

People with anorexia nervosa and bulimia nervosa tend to be perfectionists who suffer from low self-esteem and are extremely critical of themselves and their bodies. They usually "feel fat" and see themselves as overweight, sometimes even despite life-threatening semi-starvation (or malnutrition). An intense fear of gaining weight and of being fat may become all pervasive. In early stages of these disorders, patients often deny that they have a problem.

In many cases, eating disorders occur together with other psychiatric disorders like anxiety, panic, obsessive compulsive disorder, and alcohol and drug abuse problems. New evidence suggests that heredity may play a part in why certain people develop eating disorders, but these disorders also afflict many people who have no prior family history.

Without treatment of both the emotional and physical symptoms of these disorders, malnutrition, heart problems, and other potentially fatal conditions can result. However, with proper medical care, those suffering from eating disorders can resume suitable eating habits, and return to better emotional and psychological health.

## Anorexia Nervosa

Anorexia nervosa afflicts as many as one in every 100 girls and young women. It is diagnosed when patients weigh at least 15 percent less than the normal healthy weight expected for their height. People with anorexia nervosa don't maintain a normal weight because they refuse to eat enough, often exercise obsessively, and sometimes force themselves to vomit or use laxatives to lose weight. Over time, the following symptoms may develop as the body goes into starvation:

- Menstrual periods cease
- Osteopenia or osteoporosis (thinning of the bones) through loss of calcium
- Hair/nails become brittle
- Skin dries and can take on a yellowish cast
- Mild anemia and muscles, including the heart muscle, waste away
- Severe constipation
- Drop in blood pressure, slowed breathing and pulse rates
- Internal body temperature falls, causing person to feel cold all the time
- Depression, and lethargy

## Bulimia Nervosa

Although they may frequently diet and vigorously exercise, individuals with bulimia nervosa can be slightly underweight, normal weight, overweight or even obese. But, they are never as underweight as anorexia nervosa sufferers. Patients with bulimia nervosa binge eat frequently, and during these times sufferers may eat an astounding amount of food in a short time, often consuming thousands of calories that are high in sugars, carbohydrates, and fat. They can eat very rapidly, sometimes gulping

down food without even tasting it. Their binges often end only when they are interrupted by another person, or they fall asleep, or their stomach hurts from being stretched beyond normal capacity. During an eating binge sufferers feel out of control. After a binge, stomach pains and the fear of weight gain are common reasons that those with bulimia nervosa purge by throwing up or using a laxative. This cycle is usually repeated at least several times a week or, in serious cases, several times a day. Many people don't know when a family member or friend has bulimia nervosa because sufferers almost always hide their binges. Since they don't become drastically thin, their behaviors may go unnoticed by those closest to them.

But bulimia nervosa does have symptoms that should raise red flags:

- Chronically inflamed and sore throat
- Salivary glands in the neck and below the jaw become swollen. Cheeks and face often become puffy, causing sufferers to develop a "chipmunk" looking face
- Tooth enamel wears off, teeth begin to decay from exposure to stomach acids
- Constant vomiting causes gastroesophageal reflux disorder
- Laxative abuse causes irritation, leading to intestinal problems
- Diuretics (water pills) cause kidney problems
- Severe dehydration from purging of fluids

## Binge Eating Disorder

Presently, the criteria for binge eating disorder are under investigation or are still being defined. However, people with binge eating disorder have episodes of binge eating in which they consume very large quantities of food in a brief period and feel out of control during the binge. Unlike people with bulimia nervosa, they do not try to get rid of the food by inducing vomiting or

by using other unsafe practices such as fasting or laxative abuse. The binge eating is chronic and can lead to serious health complications, particularly severe obesity, diabetes, hypertension and cardiovascular diseases.

## Treatments

Eating disorders clearly illustrate the close links between emotional and physical health. The first step in treating anorexia nervosa is to assist patients with regaining weight to a healthy level; for patients with bulimia nervosa interrupting the binge-purge cycle is key. For patients with binge eating disorder it is important to help them interrupt and stop binges. However, restoring a person to normal weight or temporarily ending the binge-purge cycle does not address the underlying emotional problems that cause or are made worse by the abnormal eating behavior. Psychotherapy helps individuals with eating disorders to understand the thoughts, emotions and behaviors that trigger these disorders. In addition, some medications have also proven to be effective in the treatment process.

Because of the serious physical problems caused by these illnesses, it is important that any treatment plan for a person with anorexia nervosa, bulimia nervosa, or binge eating disorder include general medical care, nutritional management and nutritional counseling. These measures begin to rebuild physical well-being and healthy eating practices.

*Adapted from the American Psychiatric Association*





# Keeping Your Children Safe From Online Predators ~ What Every Parent Should Know

## Parents ~ You're In Charge

Certain people can pose a danger to kids online, and certain information online is not appropriate for children, or is appropriate for only certain ages. Most parents have strong feelings about what their children should be exposed to, and are concerned about how easy it is to get information online. Parents should and do worry about materials that are sexually explicit, violent, racially biased, or overly commercial.

Have a talk with your children so that rules can be established for going online. These will include the specific time of day and length of time they are allowed to use the internet, along with the appropriate areas they are allowed to visit.

*You can significantly improve your children's online experience by following these simple rules:*

### 1. Learn About the Internet Yourself

If you are just starting out on the Internet, see what your local library, community center, school or newspaper offers by way of introduction.

### 2. Get Involved

Your involvement in your child's life, including his or her online experience, is the best insurance you can have of your child's safety. Learn with your children about fun things to do as well as about the dangers online in a way that makes you a partner in the experience, rather than a resented censor.

### 3. Stay Informed

Keep yourself informed about parental control tools and how they can help you keep your child safe online.

### 4. Become an Advocate for Kids

If you see material or practices online you do or do not like, contact your Internet Service Provider and the company that created the material. Take advantage of this unique opportunity to make sure that this growing medium develops in positive ways for kids.

## Parental Control Tools

Parental control tools can help you keep your child safe online.

The following information should be helpful in where to find these tools, and what they can do.

Where can I find parental control tools?

*There are three primary places where parents can obtain parental control tools:*

### • Your Internet Service Provider (ISP)

The best place to start is with the company that provides you with a connection to the internet, such as America Online or Earthlink. Most offer a range of control features, often for free.

### • Your Local Computer or Retail Store

Here you can buy "blocking and filtering" software, such as Cyber Patrol and CYBERSitter, that include features similar to the ones provided by an ISP.

### • Your Web Browser

You can also use certain web browsers, such as Microsoft Internet Explorer, to enforce parental control rating systems.

## What Can Parental Controls Do?

Depending on the parental tools you select, many of the features include:

- Routing your child's e-mail first to your account.
- Rejecting e-mail from specific e-mail addresses.
- Limiting e-mail with offensive language and personal information from being sent and received.
- Blocking access to material (text and pictures) identified as inappropriate for kids.
- Permitting access to only materials specifically approved as safe for kids.
- Allowing you to set different restrictions for each family member.
- Limiting results of an internet search to content appropriate for kids.
- Enforcing time limits set by parents.
- Allowing access to only monitored chat rooms OR blocking access to all chat rooms.
- Blocking private messages between a child and other users.


## Simple Rules for Online Safety

Instruct your children to —

- Never give out personal information such as their address, telephone number, or the name and location of their school without your permission.
- Tell you immediately if they come across any information that makes them feel uncomfortable.
- Never agree to get together with someone they "meet" on-line without first checking with you.
- Never send a person a picture of themselves or anything else without checking with you.
- Never to respond to any messages that are mean or in any way make them feel uncomfortable.
- Never give out their internet password to anyone (even their best friends) other than you.

*Adapted from The Parents Guide To The Information Highway*

Over 100  
years  
experience  
CETP Certified



**Rud Propane L.L.P**  
GAS • DIESEL • PROPANE • OIL  
3754 Hwy 25 • Center, ND 58530  
1-800-794-3169





**667-8740**  
207 6th Ave SE • Mandan, ND • 58554  
Elaine • Lisa • Mary Jo •

Choices! **Kathy** 34

*Due to the earth's gravity it is impossible for mountains to be higher than 15,000 meters.*







Fall 2007

.....

When a group of people comes together to work toward a common goal, extraordinary things can happen. At 102.9 WGO, 94-9 The ZOO, and SUNNY 101.9, bringing people together to help a cause has become our specialty. When a business or organization needs a media partner, we welcome the opportunity with an unprecedented willingness to work for our client. Our people have worked so hard on so many different projects. And whether it's a promotion for a traditional client or a special fundraising event, we are continually amazed at the enthusiasm our people show when taking on each project. In this issue, we say thanks to those who asked for our help, thanks to our many advertisers, and thanks to those who make it all happen - the employees of 102.9 WGO, 94-9 The ZOO, and SUNNY 101.9.

Saturday, August 30<sup>th</sup> – Friday, October 5<sup>th</sup>, 2007

It was the question heard 'round the region...

## **ARE YOU TOUGH ENOUGH TO WEAR PINK?**

The answer was a resounding "Heck Yeah!" as WGO, The ZOO, and SUNNY teamed up with the Minot Y's Men, SRT, and Trinity Hospital to raise money for a new cancer exercise rehabilitation center at the Minot Family YMCA. Minot Chrysler Center generously lent us a Dodge pickup, (which we promptly wrapped in pink) and our tour of "Pink Parties" began. We were absolutely *EVERYWHERE*, selling "Are You Tough Enough to Wear Pink?" t-shirts and raffle tickets. Our sincere thanks to the businesses that hosted the Pink Parties, and to those who provided prizes for the "Minot Cares" raffle. We could not have done it without you! "Tough Enough to Wear Pink" campaigns are conducted in communities nationwide and are primarily based within the rodeo circuit. It's designed to raise



funds in the fight against breast and other cancers. After just over a month of exhaustive "pink partying" we're happy to announce that \$25,000 was raised as a result of our collective efforts. We're told that is among the highest amounts ever raised *across the nation* for a Tough Enough to Wear Pink Campaign!



**The engine that drove the Tough Enough to Wear Pink Campaign...**

**The staff of 102.9 WGO, 94.9 The ZOO, and SUNNY 101.9.**

*Clockwise from left: Jeff Bliss-WGO mornings, Lisa Simonson-Traffic, Anne Thordal-Sales and "Pink" Coordinator, Heidi Newbury (center) -Sales and "Pink" Co-Coordinator, Brenda Luck - Sales, Candy Macy-Sales, Jean Schempp-Co-Owner, Big Mike Scott-ZOO afternoons, Owen Banks-WGO afternoons, Desiree Jai-WGO Mid-days, Chris Kelly - ZOO mid-days.*

*Not Pictured: J. Davis - Co-owner, Dylan Connor - SUNNY mornings, Rick Gustafson -Sales, Jamie Schepp -Sales, Les Halvorson - Sports, Jack Hammer, Andrew K., Lindsey Gira - on-air Staff.*



**Our sincere thanks to the following Clients who hosted "Pink" Parties:**

*Tires Plus  
Youth Outdoor Festival  
Fisher Motors  
Bitz Communications  
Ebenezers  
Wedding World  
Trinity Hospital  
Y's Men  
Cenex of Minot  
Simonson's Gas  
Stella Gourmet Kettle Korn  
Bootleggers  
Aarons Sales and Lease  
SRT*



*Left (top): Listeners line up to buy their Tough Enough to Wear Pink t-shirts...a must-have item for fall! Bottom Left: The Minot Chrysler "Pink" truck carries the Pink Ribbons cancer survivors into the rodeo arena as SRT and the Y's men present funds to Trinity. Above: SRT goes all-out for its Pink Party!*



Thursday, October 18<sup>th</sup>, 2007

Minot reaches out to Northwood. On Sunday, August 26, 2007, a tornado nearly a mile wide ripped through the town of Northwood, North Dakota. One person was killed, 18 were injured, and an entire town was stunned by the destruction left behind. Among the many buildings destroyed was the Northwood K-12 school. 102.9 WGO, 94.9 The ZOO, and SUNNY 101.9 teamed up with North Dakota Education Association to help. During the NDEA convention in Minot, we sponsored a very special benefit concert featuring Herman's Hermits Starring Peter Noone. All proceeds went to help the staff and students of Northwood School. The NDEA held a number of other fund raising events as well, and when all was said and done, NDEA presented a check worth more than 26 thousand dollars to the Northwood Education Community.



*NDEA Executive Director Nick Whitman presents a check for more than \$26,500 to the very grateful Northwood Education Community. The funds represent a number of different fundraising events conducted by the NDEA.*



*Peter Noone and his Hermits put on a fantastic show with great music and even a little comedy to boot! Peter also stayed after the show to visit with audience members, sign autographs, and pose for pictures.*

Fall, 2007

Other events we had a hand in this fall included the Soldier's Angels, a fundraiser designed to provide basic comforts to local soldiers stationed overseas, and the annual MDA Fill the Boot campaign with the Minot Firefighters. Throw in the start of the High School Sports season, Project Safe Neighborhood Health and Wellness Fair, some business grand openings and other business sales and events, and it all adds up to a very busy fall!

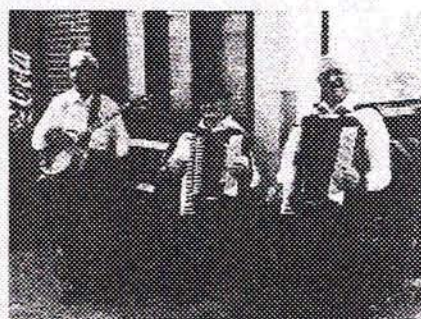


Tuesday, October 9<sup>th</sup> – Saturday, October 13<sup>th</sup>, 2007

It's four and a half days of fun, food, friends and entertainment as the *Official Radio Station of Norsk Hostfest - Sunny 101.9* broadcasts live (featuring J. Davis) from North America's largest Scandinavian festival!



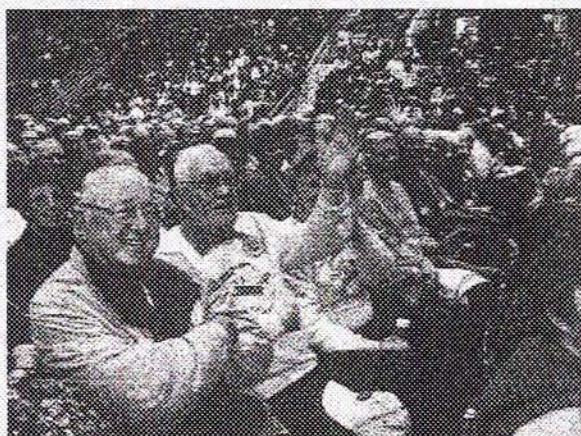
Comedy legend Bill Cosby draws on his seventy years of life experience as he shares some wisdom with a big Hostfest audience.



A great part of the appeal of Hostfest is the hundreds of people who add an authentic touch of flavor to the festival.



The Hostfest experience was brought to you by our sponsors: American Bank Center, MDU, Minot Convention and Visitors Bureau, Bottineau Chamber of Commerce and Capital RV.



### Our favorite part of Hostfest, the *SUNNY 101.9* **INSTANT UPGRADE!**

Each day we head to the main stage to find the people with the absolute worst seats and instantly upgrade them to our special VIP seating at the front of the hall. Pictured above are 10 very happy fans of the Sunny 101.9 instant upgrade!



Ronnie Milsap, Lorrie Morgan, and Charlie Pride also performed at this year's Norsk Hostfest.



WDAY-AM is the Northwest's oldest radio station serving Fargo, North Dakota and the surrounding area for more than 85 years. An appreciation of history is part of what led us to tackle a project never before undertaken by a media organization, the WDAY World War II Honor Flight. Our goal was to send World War II veterans from North Dakota, South Dakota and Minnesota to Washington D.C. to see the WWII Memorial. WDAY led the community wide effort to raise enough money to make the trip free to every veteran who wanted to go. We formed a committee comprised of WDAY employees, veterans, and others who planned fundraisers and organized trip details. Before 2007 was over, we raised about \$475,000 to send 586 area WWII veterans on three separate flights to Washington. We became the only group to charter a 747 to bring WWII veterans to see their memorial.

**Event Name/Dates:** WDAY WWII Honor Flight, Jan 1st-Dec 31st

**Benefiting Group:** World War II Veterans

**The station was:** Primary Organizer

**Description:** The WDAY WWII Honor Flight was launched in 2007 as a community wide effort to send World War II veterans from North Dakota, South Dakota and Minnesota to the WWII Memorial free of charge. Our community saw it as a long overdue "thank you" for their service 60 years ago. We became the first media organization to take on its own Honor Flight and the first Honor Flight group to charter a 747 to bring veterans to the memorial. WDAY Information Team co-host Tracy Briggs led the committee made up of WDAY employees and representatives from veterans' organizations, service clubs and businesses. We sought applications from veterans throughout the tri-state area. More than 700 applied. Because of the overwhelming response, we planned three flights to Washington in 2007.

**On-air support prior to the event (interviews, PSAs, promo spots):** To kick off our Honor Flight project we conducted a radio-blitz day on January 12<sup>th</sup> at our biggest local shopping mall. Our three local daily shows (Information Team, Hot Talk and Noonday) broadcast live from the mall from 5:00am to 5:00pm. Local World War II veterans were interviewed about their desire to see their memorial. We also encouraged people to drop off donations. Three weeks before our first trip in May, we held our biggest Honor Flight telethon. We, again, broadcast all three local shows from the mall. But this time, we also asked our sister television station, WDAY-TV, to broadcast newcasts from the mall. WDAY also broadcast live from other fundraisers we conducted which included a fundraiser involving Fargo native and "One Life to Live" star Jerry Ver Dorn and movie actor and North Dakota native Josh Duhamel. The primary focus of much of our broadcasts in both spring and summer involved two cars we were raffling off for Honor Flight. We also periodically interviewed individuals in the community who were running Honor Flight fundraisers in schools, businesses and clubs. We ran 1,367 public service announcements for Honor Flight in 2007.

**On-air support during/after the event (remotes, live reports):** The Information Team morning show broadcast live from the airport on all three mornings of Honor Flight trips. North Dakota Governor John Hoeven met the veterans and wished them well on board the plane. His farewell comments were broadcast live. During the flight, Hot Talk host Scott Hennen and newsman Jim Monk recorded interviews with the veterans aboard the plane. Then after we landed in Washington, they conducted live interviews with the veterans and visiting VIP's Bob Dole and Colin Powell. On Saturday morning, we



broadcast live for three hours from the Memorial. A week after getting back to Fargo, we played back many of Jim and Scott's interviews for two separate Honor Flight specials.

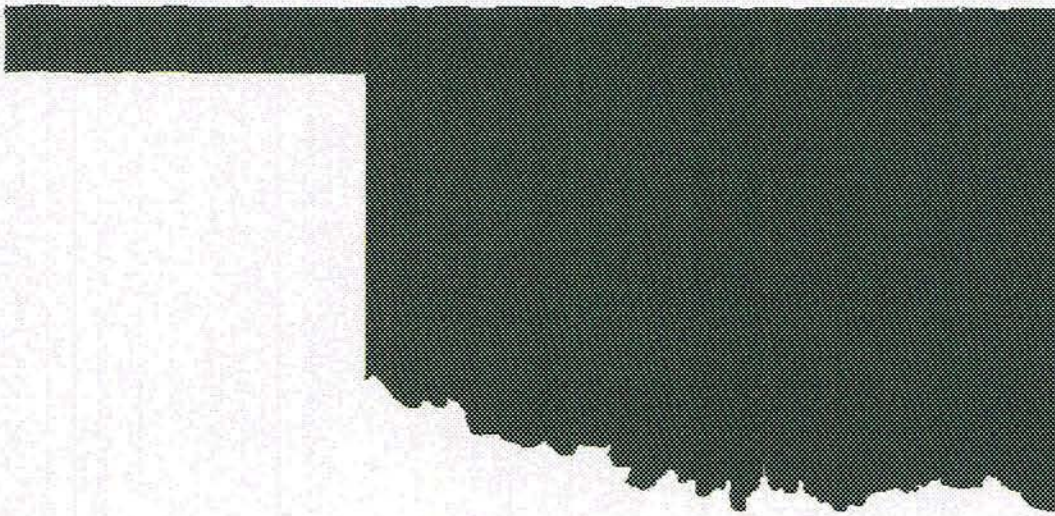
**Online support (streaming, web page presence, emails):** the WDAY WWII Honor Flight logo remained on our WDAY website throughout the year. By clicking on the logo, listeners would be taken to [www.wdayhonorflight.com](http://www.wdayhonorflight.com), a site maintained by a committee member. Pictures and donation information could also be found on the websites. Listeners could also go online to hear all of the Honor Flight interviews that Jim and Scott conducted. And because WDAY streams its broadcasts all interviews heard on The Information Team, Hot Talk and Noonday could also be heard online. Both Scott and Tracy frequently used their blogs to share information about the project.

**Total staff hours contributed:** 9,750 hours of staff time was needed to undertake the project.

**Event result:** 586 World War II veterans were flown to Washington D.C. free of charge after the community raised about \$475,000 in about seven months. We received more than 300 thank you notes and emails and 40 complimentary letters to the editor. The local newspaper covered all three flights and published a special year-end section called "In Their Words. WDAY WWII Honor Flight organizer Tracy Briggs was named the paper's "Person of the Year." Briggs was also awarded by Sertoma International with the "Service to Mankind" award for the state of North Dakota.



# Oklahoma



Oklahoma Association of Broadcasters

OKLAHOMA



# ONE TEN BROADCAST GROUP, INC.

---

SEMINOLE/SHAWNEE



Phone: 405-878-1803  
Fax: 405-878-0162

SEMINOLE



Phone: 405-382-0186  
Fax: 405-382-0128

WEWOKA



Phone: 405-257-5441  
Fax: 405-257-2011

In early 2007 Oklahoma fell victim to one of the worst wildfire disasters in our history. Hundreds of thousands of acres were burned. Entire cities were threatened, including the entire Tri-County area. When the fires first began we aired Public Service announcements on all three of our stations to announce the Governor's burn ban. Soon it became apparent the situation was not going to end quickly. Firefighters from all over the Southwest came to assist. When the City of Wewoka was directly threatened, we stayed on the air all night to relay updates called in by the Fire Marshall, in spite of the fires reaching within two miles of our studio. In a letter, the Mayor John Hargrove expressed his deep appreciation for keeping his citizens out of harms way.

The fires continued for weeks, during which time we continued to do all we could to assist in getting out critical updates. These included Burn Ban announcements in both English and Spanish, medical and financial assistance information from both FEMA and the Oklahoma Department of Emergency Management, warnings against predators who were taking advantage of victims, etc. At one point the Public Relations Director of the Seminole Tribe contacted us to get the word out that the Seminoles were extending their medical and financial resources to ALL Oklahomans, not just Tribe Members. The response from a grateful community was immediate.

Our participation included extensive schedules on all three stations and round-the-clock broadcasting when necessary. The impact it had on the Communities we serve cannot be measured in dollars. We were proud to have contributed towards keeping the public informed.

2 E. MAIN STREET      SHAWNEE, OK 74801





## Oklahoma Flood RADIO's IMPACT

Last summer's record rainfalls, caused the Caney and Verdigris Rivers (Northeast Oklahoma) to crest at the 100-year flood mark. Homes and businesses were under water. Floodwaters stopped about an inch short of splitting the city of Bartlesville in half, due to flooded roadways. The reality of medical resources on one side, police and fire on another side, major employers on one side and employees on the other, threatened to paralyze the community. During this crisis, KWON-KYFM-KRIG-KPGM's office and studios were on one side of the river and a remote studio was set up on the other side, with employees camping out on the floor of the studios so both operations could be manned 24 hours.

KWON-KYFM-KRIG-KPGM, Bartlesville, Oklahoma, was the bridge over troubled waters the first week of July. When many places were short-staffed for the 4<sup>th</sup> of July holidays, Bartlesville Radio continued full service 24/7. The staff broadcast closed roads, Red Cross shelters, food kitchens, water distribution sites, Disaster Team strategies, river stages, and FEMA instructions. The list was endless with organization and business announcements and rescheduling of events.

Police, Sheriff, State Police, Emergency Management personnel, County Commissioners, Red Cross, Salvation Army, City Managers, State Senators and Representatives, are on a first-name basis with the radio staff. Regularly scheduled, hourly newscasts report their meetings and activities daily. They come to the stations' studios monthly for interviews. Bartlesville Radio has most of their personal cell phone numbers. So, when a crisis like the flood happens, Bartlesville Radio doesn't have to introduce themselves, they can go to them or they come to Bartlesville Radio with the latest information to reach the public.

Every Saturday morning, KWON produces a local fishing and conservation phone in show. That Saturday morning, when rumors were circulating that the dams and levies were breaking, the local conservation reporter was ON THE DAM, interviewing the Corps of Engineers official on site, explaining what had happened, what was predicted to happen, and assuring people the dams were strong and safe.

During the cresting flood waters, one elderly lady who was stranded, called every hour throughout the night, to report how high the water was getting on her front steps and up to her porch. She just needed a friend to talk to, as she was afraid and alone, and she knew Bartlesville Radio was there for her.

For over a week, the Washington County Emergency Management Director gathered their team of emergency responders twice a day, including: Police, Sheriff, City Government, State Police (with helicopters and boats), Red Cross, County Government, Corp of Engineers, FEMA, etc., to strategize the disaster relief efforts. These meetings



were closed to the Press, Press Conferences were held an hour later to release necessary information to the public. There was ONE exception to the “no media” rule, a member of KWON-KYFM-KRIG-KPGM’s staff was allowed to be there, as they are considered part of the Emergency Management Team. This relationship has been developed over the years, as the local Emergency Management teams sets up personnel at Bartlesville Radio during severe weather to broadcast information from their spotter network with radio stations’ news team. Often, Bartlesville Radio reports the Tornado Warnings before it goes over the EAS system or Associated Press, as they get it as it is being issued. Bartlesville Radio is considered as members of the Emergency Management Team.

Footnote: When the December 2007 Ice Storm hit our area, Bartlesville Radio went into Emergency Management mode of operation again. Making a difference in our communities is just standard procedure for the Bartlesville Radio Team at KWON-KYFM-KRIG-KPGM.





The Washita River was able to hold the twenty-plus inches of rain that had made July the wettest month in state history. However, due to smaller, feeder creeks being blocked with uprooted trees, trash dumpsters and other debris, in a matter of fifteen minutes our community was faced with flood waters that not only affected businesses throughout our community of 15,000 people, but also devastated a police and fire substation. This disaster, occurring on a weekend morning, was magnified by the fact that many shop owners had not yet arrived to open their businesses and many residents were still in bed.

As a distant suburb of the state's capitol our community does not have a local television station and the newspaper, though daily, is printed in a separate community. What media was immediately available to serve the residents of the city of license and its respective county? That's right...LOCAL RADIO.

Working hand-in-hand with city officials and with county Emergency Management officials KWCO-FM was the SOLE source of information. The radio station had updates every fifteen minutes with live reports from the city manager, the mayor and county officials regarding road closings, where one could have sand bags filled or delivered and missing person and pets reports.

When things returned to normal KWCO-FM continued to inform the community with reports on FEMA relief through PSA's and by interviewing the FEMA representative on our community events program. Shadowed by interviews with USDA representatives KWCO was able to serve everyone in its local community.

This disaster, coupled with the guaranteed severe weather Oklahoma experiences gives relevance to the effectiveness of LOCAL radio. Local radio works; it works for the community in which it is embedded. It is hard to imagine how worse this flood would have been if radio had not been present to immediately spread the word.



Oregon



Oregon Association of Broadcasters

**OREGON**



Bill...We remained on the air throughout the storm and the days that followed. We have 2 separate FM transmitters and 3 separate AM transmitters for back up. We also have a propane fueled generator and two separate tower sites for the FM. We were the only full time radio signals available in the county to dispense emergency information. We can operate for two weeks 24 hours a day with full tanks. We came on live Monday morning with the Tillamook County Sheriff who also acts as public information officer for Emergency Management. There was no electricity in the entire county and no way in or out of the county. Nehalem and Tillamook were flooded and the wind gauge broke at 128 so we don't know what the high wind was but trees were coming down for 24 hours or more (the storm hit Sunday afternoon, about 10 hours before it was forecast and lasted until early Tuesday morning. On one day we received 5.06 inches of rain, our second biggest recorded day of rain (1st was 5.22 in 1982). We had the sheriff on at least twice a day live for about 15 minutes each time, ran our normal 6 local newscasts a day with storm coverage every 20 minutes. We would also rerun the interviews with Tillamook PUD, the sheriff, county commissioners along with actualities from others (Red Cross, FEMA, State Forestry, water companies and the like). As I said, most people only had us as a source of information. We lost the AP for two days because of a downed dish on our roof so we had little information about what was happening outside our county because there was no long distance for several days and no cable TV (there still is not for most of the county as we head into the 10th day. We called in everyone we could through last Friday to answer phones and collect news. We have received thanks from Senator Ron Wyden (who I interviewed along with State Senator Betsy Johnson live on Saturday) to the local rural couple who are still out of electricity and water. About 5 to 8% of the 19,000 customers of the Tillamook PUD (electricity) remain without power. We are estimating about 40 million dollars of damage at this time and that does not include the stations roof and inner ceilings. That's about all I have time to write but thanks for thinking of us.

Van Moe

KTIL-FM / KMBD-AM

170 West 3<sup>rd</sup>

Tillamook, OR 97141

503-842-4422

Bill ... KYTE went off the air for about an hour, Sunday afternoon after going on generator. A relay stuck that wouldn't allow the plate voltage to come on. I repaired it and our three FM's, KYTE/KNCU and KCRF were on the air full time. We used



generator for a total of 14 1/2 hours at that site. KNPT was on generator twice, the first time for probably 5 hours but about 1:30pm Monday we had a power outage at the transmitter that lasted 25 hours during which time we ran on generator. KBCH went off the air sometime Monday night and we could not restore it using its generator. We found later that the west tower fence had blown into the dog house which then tipped over onto the tower and broke the connection for the power to the tower. We could start the transmitter, but it gave us such high reflected power that it would not stay on the air. Once our engineer could come, (James Boyd), we quickly identified the problem and repaired it, returning to air using generator at the studio and at the transmitter. Lincoln City was without power for approx. 48 hours and had no phone service in or out, but did have local phone service from within. We used KYTE to transmit all emergency information to Lincoln City and the Central Coast. We discovered that our Newport cell phones would work in Lincoln City, so we invited people to call or come to the KBCH studios to place emergency calls to loved ones outside the area letting them know they were safe. We also contacted all Portland and Eugene media and asked them to announce that outside people could call one of our cell phones and we would do a welfare check on anyone they asked for. While we were waiting for our engineer to arrive, we provided our portable transmitter generator for a woman who is bed ridden that needed it to control her bed, that keeps her alive by undulating her body. James Boyd had to travel thru Corvallis to Newport then to Lincoln City to find the KBCH problem as highway 18 was closed. (Highway 20 was also closed on Monday). Once KBCH was restored we ran on generator from studio and transmitter for about 7 hours. We provide direct phone service for Lincoln City officials to broadcast on KYTE numerous times as well as Pacific Power and Light officials. We also provided direct on air broadcasts for Lincoln County commissioners and county emergency services director. We announced continually all closures and other problems as well as posted them to our web sites. Schools were closed for two days throughout the county plus another day for Lincoln City. We only had to use our main Newport studio generator for about 1/2 hour on Sunday.

David	J	Miller
Owner/General		Manager
KNPT AM (knptam.com), KYTE FM (kytefm.com), KNCU FM (u92fm.com), KCRF FM (kcrffm.com), KBCH AM (kbcham.com)		

906 SW Alder

Newport, OR 97365

541-265-2266



Also, another station along the coast in Astoria, Oregon was very important to their listeners. I don't have a story to send you from their area, but here is the General Manager's contact information, and he has told me he would welcome the opportunity to talk about what his stations did during and following the hurricane.

Paul Mitchell

New Northwest Broadcasters (5 stations)

1006 West Marine Drive

Astoria, OR 97103

503-325-2911



# South Dakota



South Dakota Broadcasters Association

**SOUTH DAKOTA**



Rapid City  
Journal  
Rapid City, SD  
Circ. 37000  
From Page:  
5c  
3/7/2008  
455820



# 192 KOTA and Oprah join wrestler's team

**By Andrea J. Cook**  
Journal staff

For the next six weeks, KOTA Territory Television, Duhamel Broadcasting radio stations and "Oprah's Big Give" will join the team to help an injured Hill City wrestler.

"We're delighted," KOTA's Helene Duhamel said. "I'm really glad we could help out."

Dusty Swanson, 16, was paralyzed below the shoulders during a Feb. 23 wrestling match. He is in treatment for his spinal-cord injury at Craig

Hospital in Denver.

The local campaign, "Oprah's Big Give: KOTA Territory," will provide seed money to encourage people to continue helping the Swanson family, Duhamel said.

For six weeks starting Monday, March 10, KOTA and Duhamel Broadcasting radio stations, in conjunction with "Oprah's Big Give" will match up to \$1,000 each week donated to Dusty through community fundraising events, through April 18.

Several fundraisers have

already netted more than \$20,000 for the Swanson family, according to a news release.

Efforts are under way to install a two-way hands-free laptop to keep Dusty in contact with Hill City High School and continue his studies.

"Oprah's Big Give," a reality-television show featuring competition that rewards teams for their philanthropic efforts, premiered March 2 on KOTA.

To contribute, send checks to the Dusty Swanson Benefit Fund, First Western Bank, P.O. Box 126, Hill City, SD 57745.



Argus Leader  
Sioux Falls, SD  
Circ. 75500  
From Page:  
1  
3/17/2008  
451585



192 15 104 95

# Oprah's Big Give goes local

Area businesses accept ABC-TV's challenge of generosity

BY JAY KIRSCHENMANN  
jkirsch@argusleader.com

When ABC offered KSFY-TV a \$10,000 grant to build a South Dakota version of the hit show "Oprah's Big Give," station manager Kelly Manning spent a sleepless night wondering how to meet the network's challenge.

Then he decided to ask for help.

The result is a monthlong charitable fund drive and volunteer effort

their employees to brainstorm ideas on how to multiply the seed money and help three needy individuals or programs in the area.

On Friday afternoon, Manning wrote three \$2,500 checks to the businesses to get "Oprah's Big Give Dakota" started.

"We're in the news-gathering business," he said. "So we decided to

See **BIG GIVE**, Page 6A

sponsored by KSFY and Argus Leader Media. Three Sioux Falls businesses - Citibank (South Dakota), Target and Avera McKennan Hospital - have accepted ABC's challenge. Those firms will ask

**@ARGUSLEADER.COM**

► Find a link to the Web site for the Big Give event.



Oprah's Big Give Dakota is sponsored by KSFY-TV and Argus Leader Media. Find updates on the community projects, photos and stories about the local fundraising efforts in the Argus Leader, at argusleader.com or on KSFY television. The Big Give Dakota charitable contributions will be awarded in April.



Kenyon Gleason is spokesman for Avera McKennan Hospital.



# Big Give: How best to help?

Continued from 1A

spread this a step further, with three local organizations who have done this kind of thing selected to launch their own efforts using the money."

KSFY was one of 100 ABC affiliates chosen to take part in the program. In addition to the seed money from the network, businesses also will receive advertising support from Argus Leader Media to help raise money.

Manning said he expects the businesses will compete for the remaining \$2,500 of the network grant as the giveaway project moves forward. He also anticipates some surprises.

"If you have seen the show, you know that it carries some twists and turns along the way for the contestants."

The Sioux Falls event is a takeoff on "Oprah's Big Give," launched by talk show host Oprah Winfrey. In that new prime-time series, people compete to give rather than receive. The TV show features 10 people trying to change the lives of strangers in the most creative and dramatic ways they can.

Competitors cross the country, scrambling to find ways to change the fortunes of unsuspecting people. Contestants give away hundreds of thousands of dollars during the series.

Representatives of the three participating businesses said they'll begin by

looking for ideas on how to use the money to do the most good. And at Manning's urging, they also might get others involved with their fundraising efforts, to try to increase each group's initial funding.

"We're thinking of helping a worthy family," said Katy Morton, Target's executive team leader of human resources.

Avera McKennan probably will work with the Avera McKennan Foundation to find the best use of the money, spokesman Kenyon Gleason said.

Citibank volunteers will meet to decide how to help the community.

"We give about \$2 million a year in charitable contributions - people are usually asking us for money, so this is the first time someone has given money to us," Citibank spokesman Jerry Nachtigal said.

Oprah's "Big Give" is a ratings success after only three episodes. Celebrity guests have included Jennifer Aniston, John Travolta, tennis legend Andre Agassi and racing star

Danica Patrick.

Hosting is Nate Berkus, a contributor to "The Oprah Winfrey Show" and *O, The Oprah Magazine*.

Winfrey is expected to highlight some of the affiliates' efforts on her afternoon talk show, and the Sioux Falls competitors think they have a shot at making that lineup.

"I'm excited and expecting great things from our

local teams," Manning said. "I have no idea what they will come up with, but I'm sure it will be good."

The progress of the campaign will be reported in the *Argus Leader* and on KFSY. Presentations to the selected charities will be made in mid-April.

## TO LEARN MORE

For information on KSFY TV's "Oprah's Big Give" local effort, call 336-1300.

## WATCH THE SHOW

If you missed the first episodes of ABC's "Oprah's Big Give" TV show, watch them online free through the Sioux Falls affiliate, KSFY-TV, at [www.ksfy.com](http://www.ksfy.com).

► Click on the "ABC On Demand" logo near the center of the page.

► Then click on "more" under the ABC Entertainment heading.

► If you haven't watched TV on your computer before, it might make you download a simple program - a video viewer. It only takes a couple of minutes.

Argus Leader  
Sioux Falls, SD  
Circ. 75500  
From Page:  
5  
3/17/2008  
451585

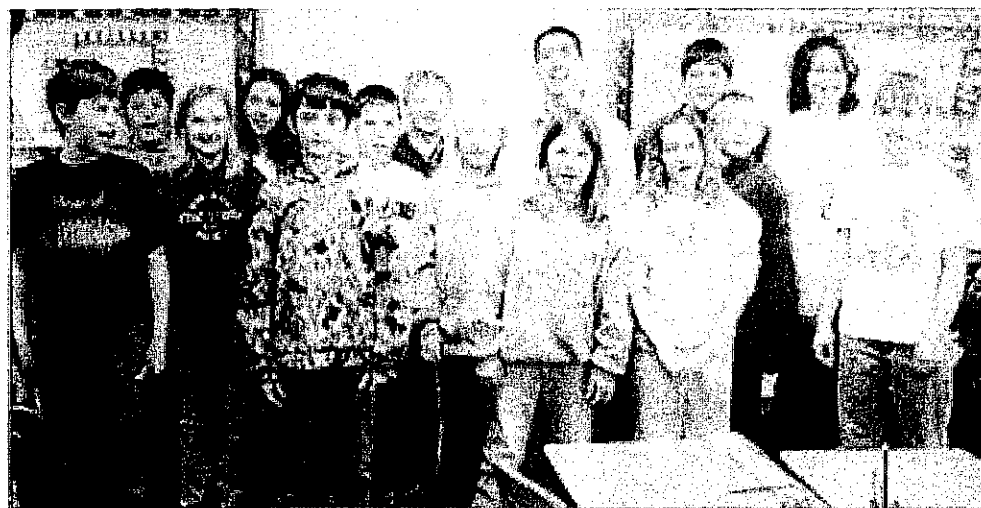




Madison Daily  
Leader  
Madison, SD  
Circ. 3006  
From Page:  
7  
2/20/2008  
456819

# 96 192 Reading Rocks visits Howard fifth-graders

Howard fifth-graders got a recent visit from Dylan Steen from KJAM Radio. Steen read the book, "I am Special." Students enjoyed the message of the book, which encouraged everyone to be themselves because each person is special. The class was given the book as a gift, along with a free ice cream treat from Dairy Queen and a free pass to the Great Plains Zoo.



Howard fifth-graders gather with KJAM Radio's Dylan Steen who visited the class recently. Pictured are (back, left) Alex Noid, Sharleen Wipf, Tanner Davids, Steen, Derick Burghardt, Shelby Borgers, (middle) Shelby Thompson, Kaleb Haas, Michaela Jacobson, Alex Lewis, (front) Jared Steeneck, Tate Hattervig, Taylor Noid, Shanyla Chesbrough and Jordan Kuhle.



96 192 01 62  
**Children's Care Corner News**

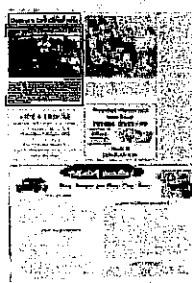
KJAM  
 "READING  
 ROCKS"  
 program

Miner County  
 Pioneer  
 Howard, SD  
 Circ. 1830  
 From Page:  
 16  
 2/21/2008  
 459589



*Submitted Photo*

"Reading Rocks" with KJAM. Dylan Steen, the voice of the afternoon host on AM 1390, came to read to the preschool children at Children's Care Corner. The "Reading Rocks" program promotes lifelong learning through the adventure of reading. KJAM broadcasters traveled to participating local and area schools to show our future leaders how reading is fun. The children at Children's Care Corner would like to thank KJAM for the free zoo passes, the Dairy Queen ice cream treats, the book and for taking time to read to them about groundhogs. Reading does ROCK!





Local - Central Oklahoma Radio Stations

#### EXAMPLE OF LOCAL PROGRAMMING ON KADA AND/or KYKC

- Ada High School Athletics – Live broadcast of all football and basketball games.
- Ada High School Report – Daily report of local activities at Ada High.
- East Central University – Live broadcast of all home and away games of E.C.U.
- Outlying Area Basketball – Live broadcasts of various surrounding area schools.
- Wednesday Morning Live – Weekly programming dedicated to community events.
- Cole on Congress – Weekly show from Congressman Cole on local, State and Federal issues.
- Church Services – Live broadcast of local Church services.
- The Parents Journal – Long form program geared toward childrens/family issues.
- Tribal Programming – Long form programs by both the Seminole Nation and the Chickasaw Nation on local Tribal issues as they relate to the community.
- Children's Fair – Sponsorship of local events geared toward raising awareness concerning Childrens and Family issues.
- Hospital Fair – Free coverage provided to annual fund-raising event at the local Indian hospital.
- Halloween Safe House – Sponsorship of a yearly event dedicated to providing a kids a safe environment on Halloween.
- Take a Kid Fishing – Sponsorship of this huge event that gives kids and families a chance to go fishing, many for the first time in their lives.
- Severe Weather Coverage – Live coverage whenever severe weather happens.
- Breaking News Coverage – Live coverage whenever significant news events happen.
- Election Coverage – Live, local coverage of all local and State elections.
- Parades – Participation in most local and outlying area parades and festivals.
- Thousands upon thousands of local PSA's geared toward community events and needs.